Álvaro Lois Aparicio

Product Designer · UX/UI Designer

Design Systems · Automotive HMI · E-commerce · Computer Engineer

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SUMMARY

Product Designer with **5+ years** designing digital products at global scale: **Zara.com & Zara App**, in-vehicle **HMI for Cupra and SEAT**, and **CaixaBank**. A Computer Engineer who speaks dev & data, working end-to-end from UX research to prototypes, **design systems**, A/B testing and design QA, with accessibility built in and AI-assisted workflows to ship faster.

5+ years	3 industries	Design systems	Dev + Data
in UX/UI & product	Retail · Auto · Banking	Tokens & components	Engineer turned designer

EXPERIENCE

Digital Content Manager · UI & Content Design
Jul 2026 – Present

Inditex · Zara.com & Zara App · via Nunegal Consulting · Remote, Spain

- Design and publish **UI modules and visual content** for Zara.com and the Zara App across global markets.
- Run **A/B tests** and track CTR, engagement and conversion to iterate on layouts, hierarchy and user flows.
- Align Business, UX, Tech and Product; built **custom Claude skills** that automate content production.

UX/UI Designer · Automotive HMI
Jun 2023 – Jul 2026

Cupra & SEAT (SEAT S.A.) · via Bertrandt Group · Barcelona, Spain (Hybrid)

- Concept design for the **HMI** of the new Cupra and SEAT fleet: central display, digital cockpit and Head-Up Display.
- Created and maintained the **HMI design system** (tokens, component docs) used across all in-vehicle screens.
- End-to-end UX: research, journeys, IA and Figma prototypes, plus a **new HMI visual identity** from scratch.
- Ran **usability testing** and stakeholder workshops; led design QA and developer handoff; **mentored junior designers**.

UX/UI & Visual Designer
May 2021 – May 2023

La Fábrica de Sombreros · Barcelona, Spain

- UX research, wireframes and a **design system** for an internal **CaixaBank** project with video automation.
- Visual, motion and 2D/3D design for La Caixa, Chupa Chups, Smint, Ajuntament de Barcelona and Fira de Barcelona.

Earlier Experience
2017 – 2021

- **Data Analyst / Software Developer**, Fihoca (client: Generali) · 2019 – 2021 · Java, Databricks, Power BI, AEM
- **Web Developer Intern**, Plain Concepts · 2018 · **Web Designer**, Cryptochange · 2017 – 2018
- **Freelance Motion Designer & Video Editor** · 2018 – Present · Ignion, Oxion

SKILLS

UX & Product: User research, usability testing, user journeys, information architecture, wireframing, prototyping, interaction & UI design, accessibility (WCAG), A/B testing, product analytics

Design Systems: Design tokens, component documentation, developer handoff, design QA, HMI / HUD

Tools: Figma, Framer, ProtoPie, Maze, Miro, Adobe CC, Jira

AI & Tech: Claude (custom skills), Adobe Firefly, ChatGPT · HTML, CSS, JavaScript, SQL, Power BI

EDUCATION

Degree in Computer Engineering
USC / UAB · 2013 – 2018

Master's in Design & Post-production
FX Animation · 2018 – 2020

CERTIFICATIONS

Google UX Design Professional Certificate · 2023
UX Fundamentals, PUCP · 2025

LANGUAGES

Spanish (Native) · English (Professional, B2) · Catalan & Galician (Fluent) · Portuguese (Intermediate)